

# PROSPECTS FOR THE DEVELOPMENT OF RURAL TOURISM IN SURKHANDARYA REGION

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### ABSTRACT

We know that 15-20 years ago, most of the cities were located in urban areas and partly in the suburbs, It is no exaggeration to say that one of the important steps in the regional organization and development of rural tourism is the introduction of tourism facilities in rural areas on international routes [3].

**Keywords:** rural tourism, regional organization, agro-tourism products.

### 1. Introduction

Geographic research has extensively studied cities that are considered to be among the settlements. But rural areas are relatively little explored in terms of tourism. Consequently, the countryside is also a complex social category.

Today, rural tourism is one of the new and promising areas of tourism and plays an important role in the development of domestic and international tourism in the country. The development of tourism in rural areas serves to ensure sustainable development of rural areas as one of the priorities of entrepreneurial activity of socio-economic importance. In particular, rural tourism plays an important role in the development of infrastructure in rural areas, improving the living standards of the rural population, increasing local incomes, creating new jobs, restoring cultural traditions and national traditions, and protecting the environment [4].

In recent years, interest in rural tourism has been increasing all over the world. In particular, rural tourism is highly developed in European countries, such as Italy, France, Germany, Great Britain. Rural tourism in these countries is the second largest after sea travel. Statistics show that 35% of the population of the European Union prefer to spend holidays in rural areas. Its share in the Netherlands is much higher-49 per cent [1].

At present, it is not enough to study rural areas at all, but its components (at different levels and aspects) are studied in economic and social geography and related sciences. The need for a comprehensive study of rural areas (as well as cities) in our country, especially in the years of independence, has been highlighted by many geographers (A. Saliev, M. Nazarov, Z. Tojieva, A. Sattorov).

### 2. Main part

Rural areas are all places where people live outside these cities (Kovalev, 1980). Such a short and capacious definition of rural areas was developed by V.A. Maximov (1992), who characterized it as natural conditions and resources, the rural population and its specific way of life, the result of human labor - various fixed assets, production activities.

One of the methodological problems of the geographical study of the village is the interrelation and interdependence of various directions of its study. In recent years, the socio-geographical study of rural areas has been gaining momentum. Their main content is an assessment of all aspects of rural areas from the point of view of the population, the conditions of its life and activity. Not all elements of the countryside are studied equally. Other elements of material production, in addition to agriculture, as well as areas such as services, rural tourism, agritourism, are insufficiently studied. We believe that the study of specific living conditions and lifestyles, values, traditions and customs of the rural population is of great importance from the point of view of the territorial organization of rural tourism.

In general, the potential of rural tourism in Surkhandarya region is high in several districts of Baysun, Altynsay, Sariosiya, Uzun, Denau, Sherabad, Muzrabat. In particular, the ecotourism potential of the mountainous regions of Baysun, Altynsay, Sariosiya, the foothills of Denau, Sherabad and Muzrabat has developed an agro-tourism potential [8].

Another important factor in the development of rural tourism is due to the fact that agritourism products meet the needs of consumers with an average income. Today these consumers make up a very large share of the European agritourism segment. Products created in this area are relatively inexpensive. In other words, agritourism can easily compete with other agricultural products in terms of price-performance ratio [2;6]. Judging from the experience of developed countries, agro-tourism products of the Surkhandarya region include the following (Table 1)

1- Table

**The concept of agritourism products in the Surkhandarya region**

Interesting, attractive place	Various activities	Services
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1. Sown area of special agricultural crops; 2. Agricultural museums; 3. Exotic gardens with different landscapes; 4. Craft markets. (Boysun, Denov, Oltinsoy, Uzun, Termez)	1. Organization of agricultural fairs and exhibitions; 2. Organization of local and national festivals on various topics; 3. Special events. (Sherabad, Oltinsoy, Baysun, Termez)	1. Species are organized on farms; 2. Rural hotels; 3. Alternative medical services; 4. Organization of agribusiness together with tour operators; (Denov, Oltinsoy, Sariosiyo, Sherobod, Baysun)
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According to the table, the main components of the agritourism product are the attractions of the countryside, various activities and services.

Consequently, rural tourism is one of the important research objects of social geography, which studies the features of the organization of tourism in rural areas. On the other hand, agritourism is organized trips to agricultural attractions in the countryside. In this regard, rural tourism can be viewed as a concept in a broader sense than agritourism. Therefore, the tourism potential of our country is enormous. In particular, local history research of rural tourism, geographical study of the tourism potential of villages will undoubtedly contribute to the further development of tourism [7].

It should be noted that development of separate routes for this type of tourists, establishment of population and tourist service centers along the Termez-Sariosiyo, Sariosiyo-Baysun and Boysun-Termez international[5]. and national highways and the efforts of the public or the establishment of service centers hlargia it is advisable to place small dining areas, handicraft outlets and small markets, modern toilets and other service facilities in the centers (Turaev , 2020.).

The development of rural tourism in the Surkhandarya region is of great socio-economic importance and has a positive effect. In particular, for the economic and social spheres of the region:

- tax revenues will increase;
- Increased interest in the study of national customs and traditions;
- folk crafts will be developed;
- The unique way of life and traditional values of villagers will be widely promoted;
- Preservation of the cultural and historical heritage of the regions;
- Production in rural areas will be further developed.

The following opportunities will be created for the rural population:

- new jobs will be created and the problem of employment of the local population will be solved;
- incomes of the rural population will increase;
- further development of housing infrastructure in rural areas;
- Sales of agricultural products will increase.

The value of rural tourism for tourists:

- There is an opportunity to get acquainted with the unique history, traditions, customs, gastronomy, cultural and spiritual development of the local population;
- You will have the opportunity to relax in nature and improve your health.

### 3. Conclusion

Based on these data, we can say that our region has all the opportunities for the sustainable development of rural tourism. If these opportunities are used effectively, the villages of our region will become more prosperous, the majority of young people will receive new jobs, and the well-being of the rural population will increase.

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